



# ORDER

A GANNETT COMPANY

WTLV-TV

Jim Quinn

T-PHI

NAT

Cash

Broadcast

EOM/EOC

15%

Agency Commission:

New Business Thru:

Order Separation:

00:15:00

Advertiser External ID:

Agency External ID:

Order / Rev:

700072

Alt Order #:

6238103

Product Desc:

ROMNEY FOR PRESIDENT

Estimate:

260

Flight Dates:

07/18/12 - 07/24/12

Original Date / Rev:

07/17/12 / 07/19/12

Order Type:

Political

Name:

American Rambler Productions/ POL

Buying Contact:

138 Conant Street

Beverly, MA 01915

Name:

Romney/ R / President

Demographic:

A35+

Product Codes:

PL-Presidential

Priority:

P-3

Revenue Codes:

AGY, GEN, POL

Advertiser

Agency

Orders

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

Share	Total
25%	\$37,325.00
100%	\$149,300.00

WTLV-TV

Share	Total
34%	\$50,762.00
9%	\$13,437.00
26%	\$38,818.00
0%	\$0.00
6%	\$8,958.00
0%	\$0.00

## Competitive Share

Share	Total
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CABLE

\$0.00

WAWS

\$8,958.00

WCWJ

\$0.00

WJXT

\$38,818.00

WJXX

\$13,437.00

WTEV

\$50,762.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	07/18/12	07/20/12	M-F 6-7a	CM	6a-7a	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 07/16/12	07/22/12	--WTF--	3	\$700.00	0.00								
2	WTLV	07/23/12	07/24/12	M-F 6-7a	CM	6a-7a	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 07/23/12	07/29/12	MT-----	2	\$700.00	0.00								
3	WTLV	07/18/12	07/20/12	Today Show	CM	7a-9a	--WTF--	:30	6	\$700.00	P-3	0.00	NM	6	\$4,200.00
MAX 2X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 07/23/12	07/29/12	MT-----	2	\$700.00	0.00								

file copy

Romney/ R / President	ROMNEY FOR PRESIDENT	260
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WTLV	07/18/12	07/20/12	Today Show	CM	7a-9a	--WTF--	:30	6	\$700.00P-3	0.00	NM		6	\$4,200.00
MAX 2X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/29/12	--WTF--	6	\$700.00	0.00								
4	WTLV	07/23/12	07/24/12	Today Show	CM	7a-9a	MT-----	:30	2	\$700.00P-3	0.00	NM		2	\$1,400.00
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	07/29/12	MT-----	2	\$700.00	0.00								
5	WTLV	07/23/12	07/24/12	M-F 12-1230p	CM	M-F 12p-12:30p	MT-----	:30	4	\$175.00P-3	0.00	NM		4	\$700.00
MAX 2X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	07/29/12	MT-----	4	\$175.00	0.00								
6	WTLV	07/18/12	07/20/12	M-F 12-1230p	CM	M-F 12p-12:30p	--WTF--	:30	6	\$175.00P-3	0.00	NM		4	\$700.00
MAX 2X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/29/12	--WTF--	6	\$175.00	0.00								
		Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type							
5 WTLV 07/16/12-07/22/12 M-F 12-1230p			M-F 12p-12:30p	--WTF--	:30	(\$175.00)	0.00	NM							
		[rep advised - na/cr]													
6 WTLV 07/16/12-07/22/12 M-F 12-1230p			M-F 12p-12:30p	--WTF--	:30	(\$175.00)	0.00	NM							
		Credited													
		[rep advised - na/cr]													
7	WTLV	07/23/12	07/24/12	M-F 3-4p	CM	M-F 3p-4p	MT-----	:30	4	\$125.00P-3	0.00	NM		4	\$500.00
MAX 2X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	07/29/12	MT-----	4	\$125.00	0.00								
8	WTLV	07/23/12	07/24/12	M-F 3-4p	CM	M-F 3p-4p	MT-----	:30	3	\$125.00P-3	0.00	NM		3	\$375.00
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	07/29/12	MT-----	3	\$125.00	0.00								
9	WTLV	07/23/12	07/24/12	M-F 6-630pm	CM	M-F 6p-6:30p	MT-----	:30	3	\$1,000.00P-1	0.00	NM		3	\$3,000.00
MAX 2X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	07/29/12	MT-----	3	\$1,000.00	0.00								
10	WTLV	07/18/12	07/20/12	M-F 6-630pm	CM	M-F 6p-6:30p	--WTF--	:30	5	\$1,000.00P-1	0.00	NM		5	\$5,000.00
MAX 2X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/29/12	--WTF--	5	\$1,000.00	0.00								
11	WTLV	07/18/12	07/20/12	M-F 7-730p	CM	M-F 7p-7:30p	--WTF--	:30	3	\$700.00P-3	0.00	NM		3	\$2,100.00
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/29/12	--WTF--	3	\$700.00	0.00								
12	WTLV	07/23/12	07/24/12	M-F 7-730p	CM	M-F 7p-7:30p	MT-----	:30	2	\$700.00P-3	0.00	NM		2	\$1,400.00
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	07/29/12	MT-----	2	\$700.00	0.00								
13	WTLV	07/23/12	07/24/12	M-F 730-8p	CM	M-F 7:30p-8p	MT-----	:30	2	\$850.00P-3	0.00	NM		2	\$1,700.00
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	07/29/12	MT-----	2	\$700.00	0.00								
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
MAX 1X DAY		07/23/12	07/24/12	M-F 7-730p	CM	M-F 7p-7:30p	MT-----	:30	2	\$700.00P-3	0.00	NM		2	\$1,400.00
Wheel of Fortune															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/24/12	--WTF--	3	\$700.00	0.00								
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
MAX 1X DAY		07/23/12	07/24/12	M-F 730-8p	CM	M-F 7:30p-8p	MT-----	:30	2	\$850.00P-3	0.00	NM		2	\$1,700.00
Jeopardy															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
MAX 1X DAY		07/23/12	07/24/12	M-F 730-8p	CM	M-F 7:30p-8p	MT-----	:30	2	\$850.00P-3	0.00	NM		2	\$1,700.00



Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	WT	07/23/12	07/24/12	M-F 730-8p	CM	M-F 7:30p-8p	MT-----	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
MAX 1X DAY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
07/16/12	07/22/12	MT-----	2	\$850.00	0.00										
Week: 07/16/12	Start Date	End Date	Weekdays	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV 07/16/12-07/22/12	M-F 730-8p	M-F 7:30p-8p	MT-----	2	\$850.00	0.00	---TF--	:30	2	\$850.00	P-3	0.00	NM		
MAX 1X DAY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
07/16/12	07/22/12	MT-----	2	\$850.00	0.00										
Week: 07/16/12	Start Date	End Date	Weekdays	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV 07/16/12-07/22/12	M-F 730-8p	M-F 7:30p-8p	MT-----	2	\$850.00	0.00	---TF--	:30	2	\$850.00	P-3	0.00	NM		
MAX 1X DAY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
07/16/12	07/22/12	MT-----	2	\$850.00	0.00										
Week: 07/16/12	Start Date	End Date	Weekdays	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV 07/16/12-07/22/12	M-F 730-8p	M-F 7:30p-8p	MT-----	2	\$850.00	0.00	---TF--	:30	2	\$850.00	P-3	0.00	NM		
MAX 1X DAY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
07/16/12	07/22/12	MT-----	2	\$850.00	0.00										
Week: 07/16/12	Start Date	End Date	Weekdays	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV 07/16/12-07/22/12	M-F 730-8p	M-F 7:30p-8p	MT-----	2	\$850.00	0.00	---TF--	:30	2	\$850.00	P-3	0.00	NM		
MAX 1X DAY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
07/16/12	07/22/12	MT-----	2	\$850.00	0.00										
Week: 07/16/12	Start Date	End Date	Weekdays	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV 07/16/12-07/22/12	M-F 730-8p	M-F 7:30p-8p	MT-----	2	\$850.00	0.00	---TF--	:30	2	\$850.00	P-3	0.00	NM		
MAX 1X DAY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
07/16/12	07/22/12	MT-----	2	\$850.00	0.00										
Week: 07/16/12	Start Date	End Date	Weekdays	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV 07/16/12-07/22/12	M-F 730-8p	M-F 7:30p-8p	MT-----	2	\$850.00	0.00	---TF--	:30	2	\$850.00	P-3	0.00	NM		
MAX 1X DAY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
07/16/12	07/22/12	MT-----	2	\$850.00	0.00										
Week: 07/16/12	Start Date	End Date	Weekdays	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV 07/16/12-07/22/12	M-F 730-8p	M-F 7:30p-8p	MT-----	2	\$850.00	0.00	---TF--	:30	2	\$850.00	P-3	0.00	NM		
MAX 1X DAY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
07/16/12	07/22/12	MT-----	2	\$850.00	0.00										
Week: 07/16/12	Start Date	End Date	Weekdays	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV 07/16/12-07/22/12	M-F 730-8p	M-F 7:30p-8p	MT-----	2	\$850.00	0.00	---TF--	:30	2	\$850.00	P-3	0.00	NM		
MAX 1X DAY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
07/16/12	07/22/12	MT-----	2	\$850.00	0.00										
Week: 07/16/12	Start Date	End Date	Weekdays	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV 07/16/12-07/22/12	M-F 730-8p	M-F 7:30p-8p	MT-----	2	\$850.00	0.00	---TF--	:30	2	\$850.00	P-3	0.00	NM		
MAX 1X DAY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
07/16/12	07/22/12	MT-----	2	\$850.00	0.00										
Week: 07/16/12	Start Date	End Date	Weekdays	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV 07/16/12-07/22/12	M-F 730-8p	M-F 7:30p-8p	MT-----	2	\$850.00	0.00	---TF--	:30	2	\$					



WTLV-TV

Advertiser: Romney/ R / President

Product Desc: ROMNEY FOR PRESIDENT

Estimate: 260

Order / Rev: 700072

Alt Order #: 6238103

Flight Dates: 07/18/12 - 07/24/12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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20	WTLV	07/21/12	07/21/12	SAT TDY	CM	7a-8a		:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
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NBC Today Show (Sa)

21	WTLV	07/21/12	07/21/12	Sat 8-10a	CM	8a-10a		:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
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22	WTLV	07/21/12	07/21/12	Sat 6-630pm	CM	Sat 6p-6:30p		:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
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23	WTLV	07/21/12	07/21/12	Sat 7-730p	CM	Sat 7p-7:30p		:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
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Wheel of Fortune

24	WTLV	07/21/12	07/21/12	Sat 730-8p	CM	Sat 7:30p-8p		:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
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Jeopardy

25	WTLV	07/21/12	07/21/12	Sat Prime B	CM	Sat 9p-10p		:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
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26	WTLV	07/21/12	07/21/12	LN (M-Su)	CM	11-1135p		:30	2	\$400.00	P-3	0.00	NM	0	\$0.00
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Late News (M-Su)

27	WTLV	07/22/12	07/22/12	Meet the Press	CM	9a-10a		:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
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Sun 9-10a

28	WTLV	07/22/12	07/22/12	Sun 6-630pm	CM	Sun 6p-6:30p		:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
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Sun 6-630pm

29	WTLV	07/22/12	07/22/12	Sun Prime 1st Half	CM	Various		:30	2	\$1,800.00	P-1	0.00	NM	2	\$3,600.00
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Sun Special 2+ Hours

30	WTLV	07/22/12	07/22/12	LN (M-Su)	CM	11-1135p		:30	1	\$400.00	P-3	0.00	NM	0	\$0.00
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Late News (M-Su)

Week: 07/16/12	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Weekdays	Length	Rate	Rtg	Type				
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1 WTLV 07/16/12-07/22/12 LN (M-Su) 11-1135p 11-1135p 2 \$400.00 0.00

[rep advised - na/cr]

Credited

2 WTLV 07/16/12-07/22/12 LN (M-Su) 11-1135p 11-1135p 2 \$400.00 0.00

[rep advised - na/cr]

Credited

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Week: 07/16/12 Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Length Rate Rtg Type

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Week: 07/16/12 Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Length Rate Rtg Type

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Week: 07/16/12 Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Length Rate Rtg Type

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Week: 07/16/12 Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Length Rate Rtg Type

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Week: 07/16/12 Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Length Rate Rtg Type

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Week: 07/16/12 Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Length Rate Rtg Type

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Week: 07/16/12 Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Length Rate Rtg Type

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Week: 07/16/12 Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Length Rate Rtg Type

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Week: 07/16/12 Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Length Rate Rtg Type

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Week: 07/16/12 Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Length Rate Rtg Type

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Week: 07/16/12 Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Length Rate Rtg Type

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Week: 07/16/12 Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Length Rate Rtg Type

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Week: 07/16/12 Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Length Rate Rtg Type

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Week: 07/16/12 Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Length Rate Rtg Type

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Week: 07/16/12 Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Length Rate Rtg Type

1 WTLV 07/16/12 07/22/12 07/22/12 07/22/12 2 \$400.00 0.00

Totals 72 \$37,325.00